

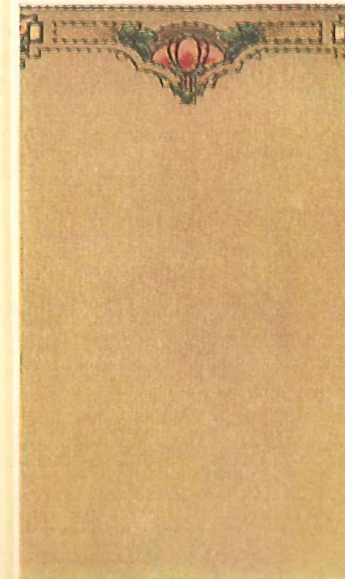
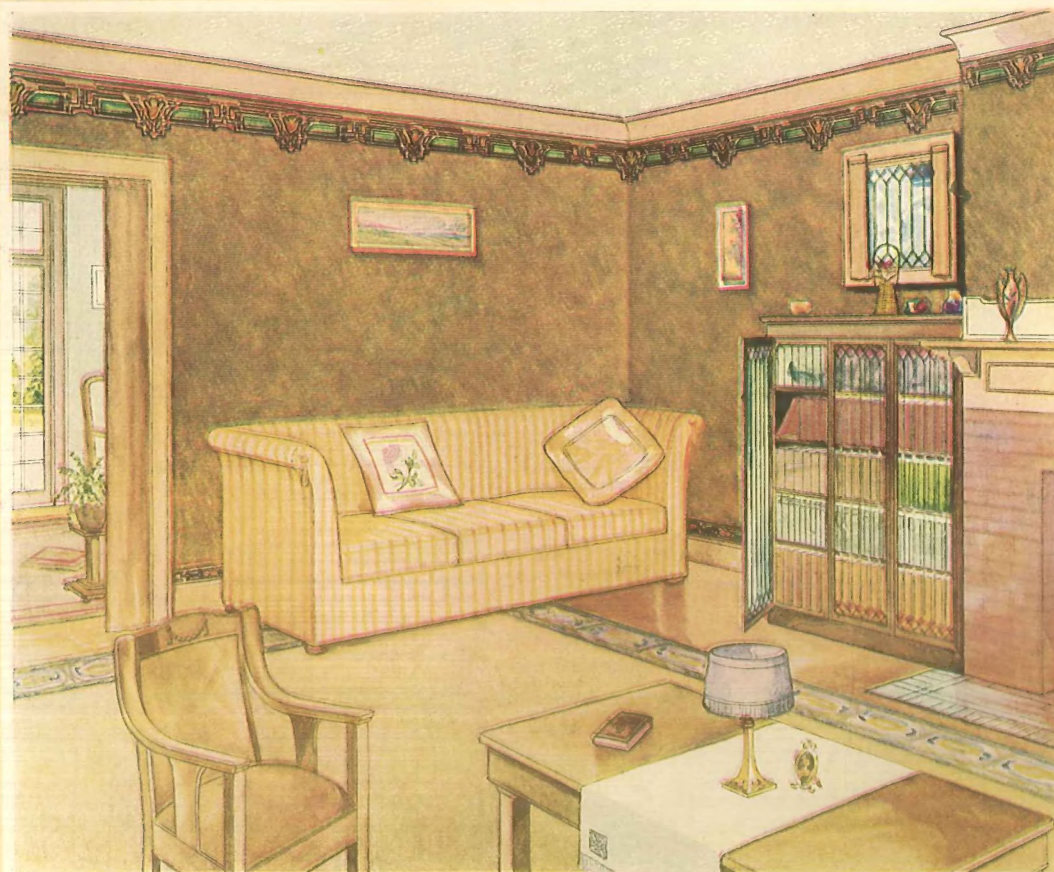
1917
HOME DECORATIONS

Your Name and Address
Printed Here





NEW YORK
Pattern No. 54



PHILADELPHIA
Pattern No. 2084



CHICAGO
Pattern No. 470



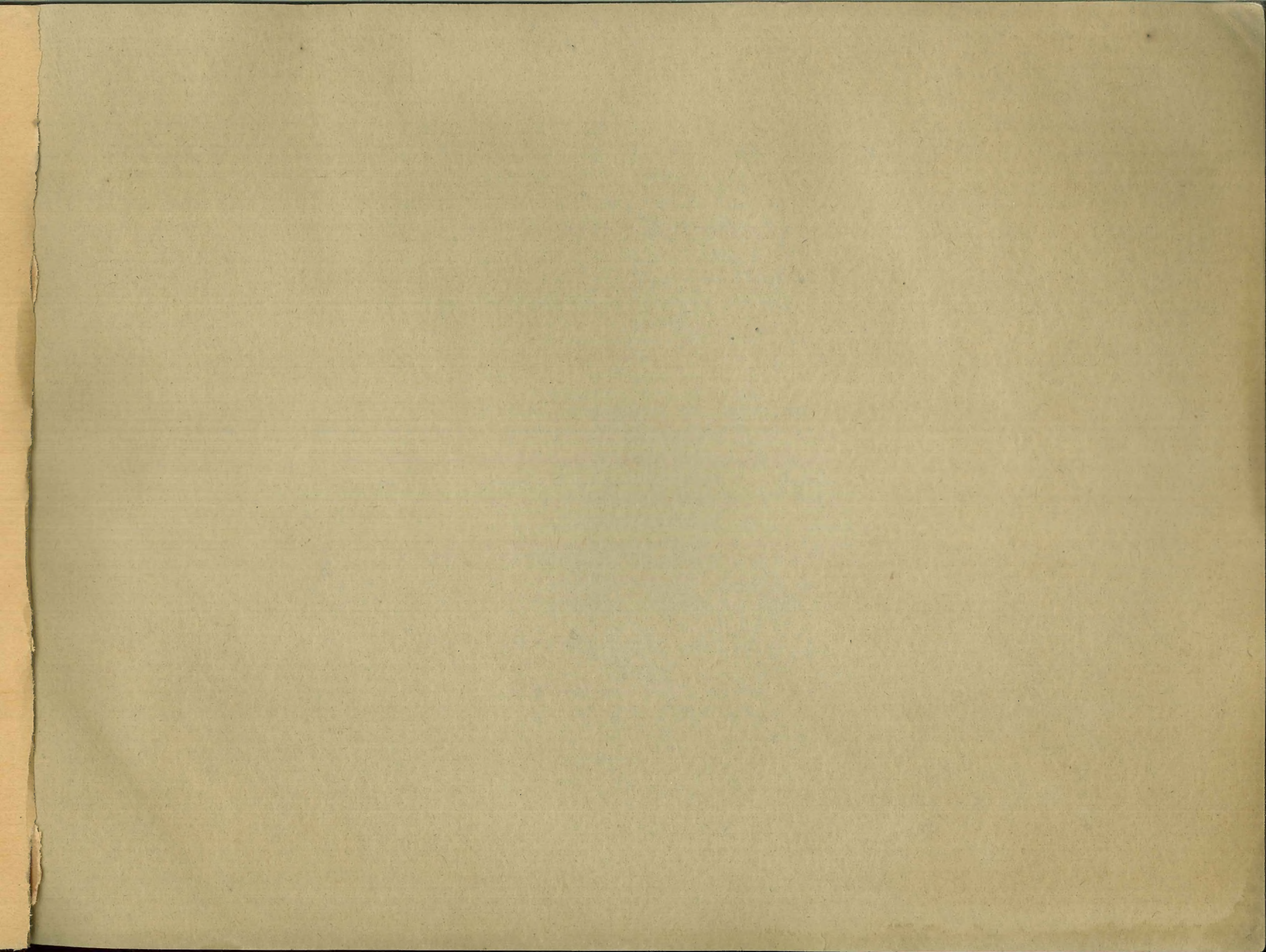
NEW YORK

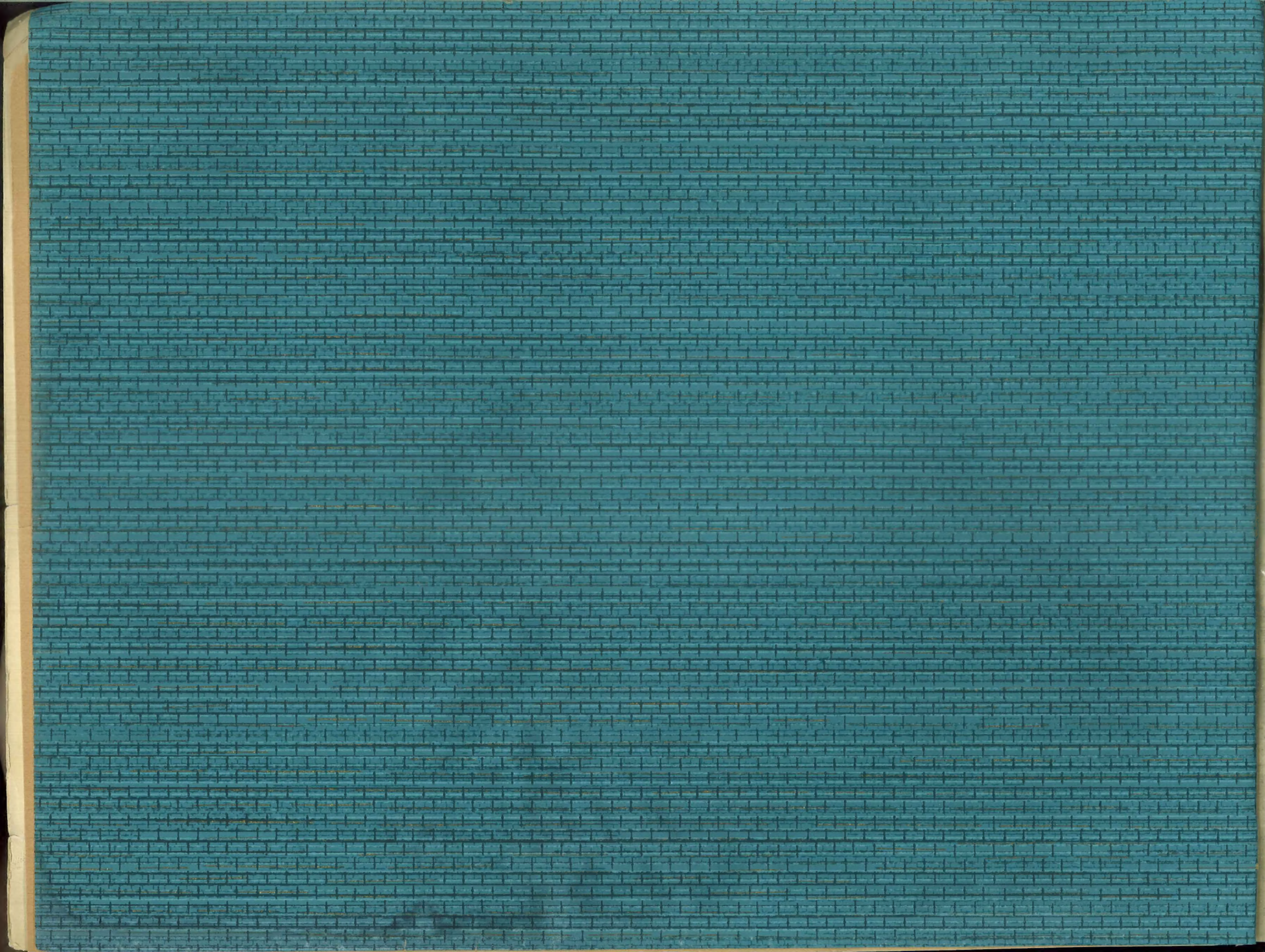
THIS modern living-room decoration obtained with Pattern No. 54 illustrated in detail in upper left-hand corner. Note actual sample of side wall on opposite page. ♪ The style of this decoration is unsurpassed and the quality of this copper engraved paper is of the very highest. ♪ The other papers illustrated on this page, Patterns Nos. 470, 2084 and 2044, are equally appropriate for living-room decoration. ♪ Ceiling paper to match each pattern.

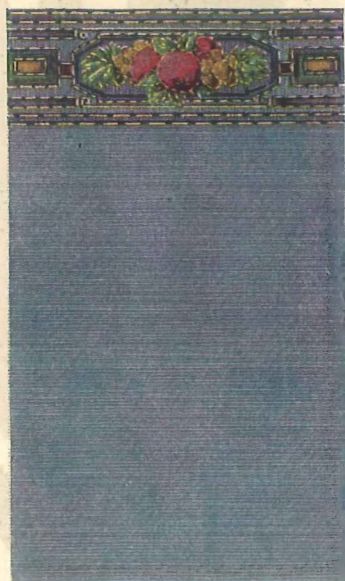


CINCINNATI
Pattern No. 2044

BLACK CAT WALL PAPERS BEAUTIFY THE HOME



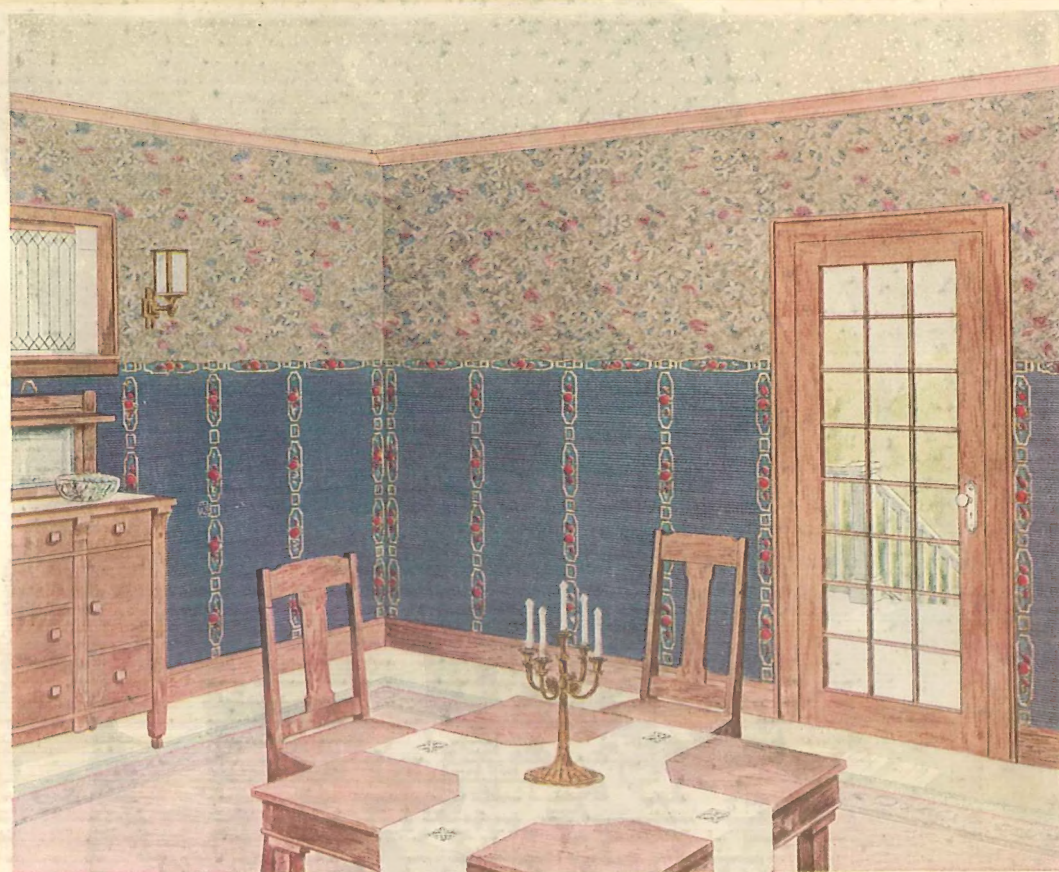




SAN FRANCISCO
Pattern No. 2220



OMAHA
Pattern No. 380



BUFFALO
Pattern No. 416



TORONTO
Pattern No. 2074

SAN FRANCISCO

THIS modern dining-room decoration obtained with Patterns Nos. 2074, upper, and 2220, lower, illustrated in detail in upper left-hand corner and lower right-hand corner. Note actual sample of side wall No. 2220 on opposite page. ♡ The style of this decoration is strictly up-to-date and the quality of this extra heavy grass cloth paper is of the very highest. ♡ The other papers illustrated on this page, Patterns Nos. 380 and 416, are equally appropriate for dining-room decoration. ♡ Ceiling paper to match each pattern.

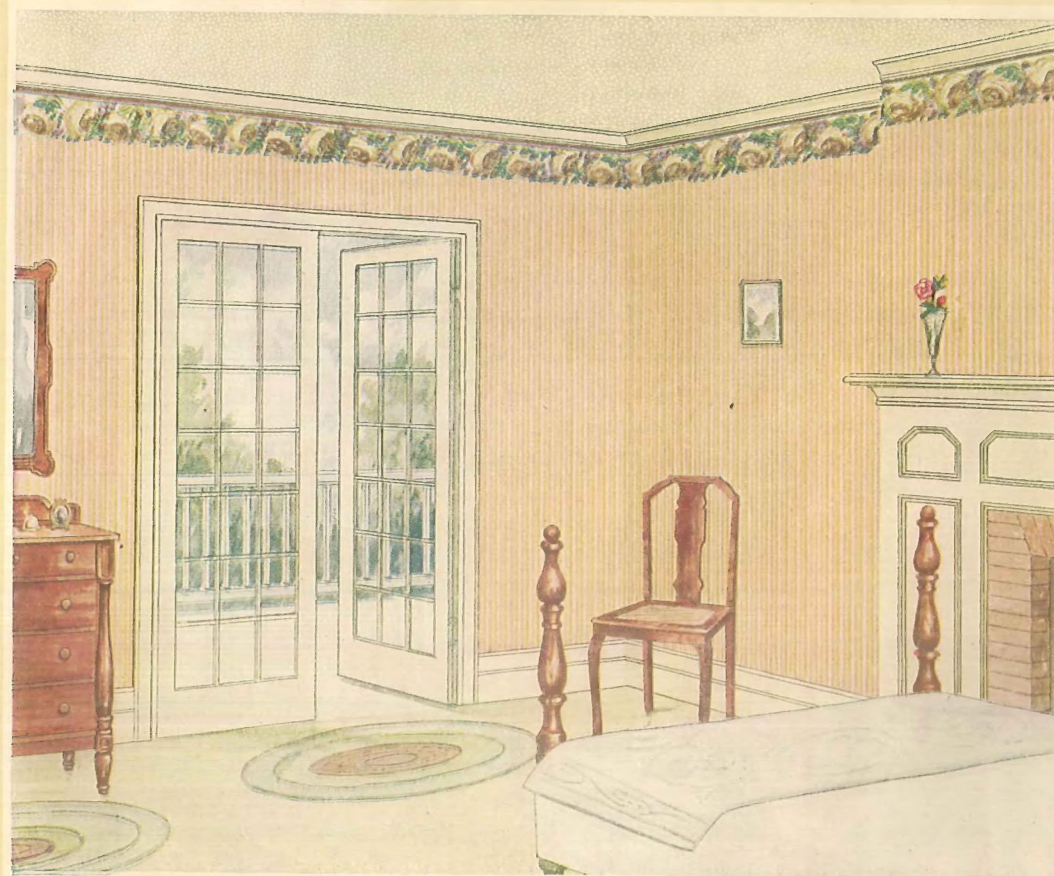


BLACK CAT WALL PAPERS BEAUTIFY THE HOME





BOSTON
Pattern No. 2124



PORTLAND
Pattern No. 158



DENVER
Pattern No. 370



DETROIT
Pattern No. 2106

BOSTON

THIS Colonial bed-room decoration obtained with Pattern No. 2124 illustrated in detail in upper left-hand corner. Note actual sample side wall on opposite page. ▮ The style of this decoration is very popular and the quality of this heavy embossed paper is of the very highest. ▮ The other papers illustrated on this page, Patterns Nos. 370, 158 and 2106, are equally appropriate for chamber decoration. ▮ Ceiling paper to match each pattern.

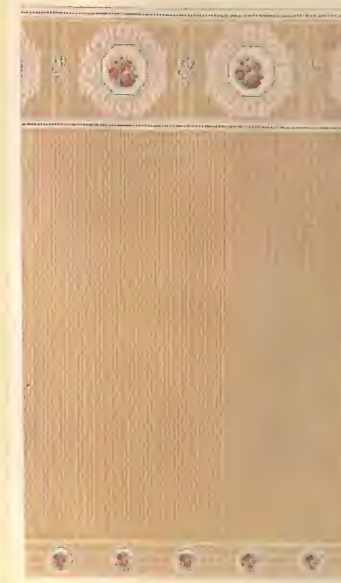


BLACK CAT WALL PAPERS BEAUTIFY THE HOME





ST. LOUIS
Pattern No. 2096



KANSAS CITY
Pattern No. 396



MINNEAPOLIS
Pattern No. 300



DALLAS
Pattern No. 642

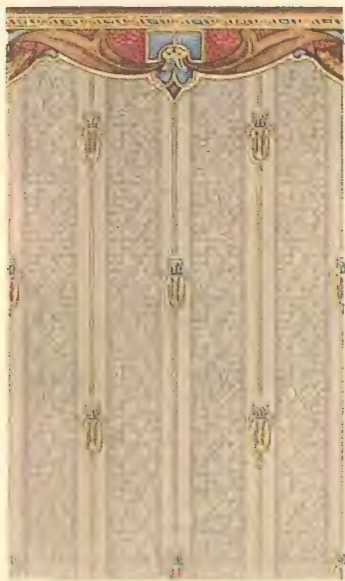
ST. LOUIS

THIS interesting guest chamber decoration obtained with Pattern No. 2096 illustrated in detail in upper left-hand corner. Note actual sample of side wall on opposite page. ▮ The style of this decoration is much in vogue and the quality of this heavy overprinted paper is of the highest. ▮ The other papers illustrated on this page, Patterns Nos. 300, 396 and 642, are equally appropriate for chamber decoration. ▮ Ceiling paper to match each pattern.



BLACK CAT WALL PAPERS BEAUTIFY THE HOME





NEW ORLEANS
Pattern No. 2146



ST. PAUL
Pattern No. 320



INDIANAPOLIS
Pattern No. 680



CLEVELAND
Pattern No. 484

NEW ORLEANS

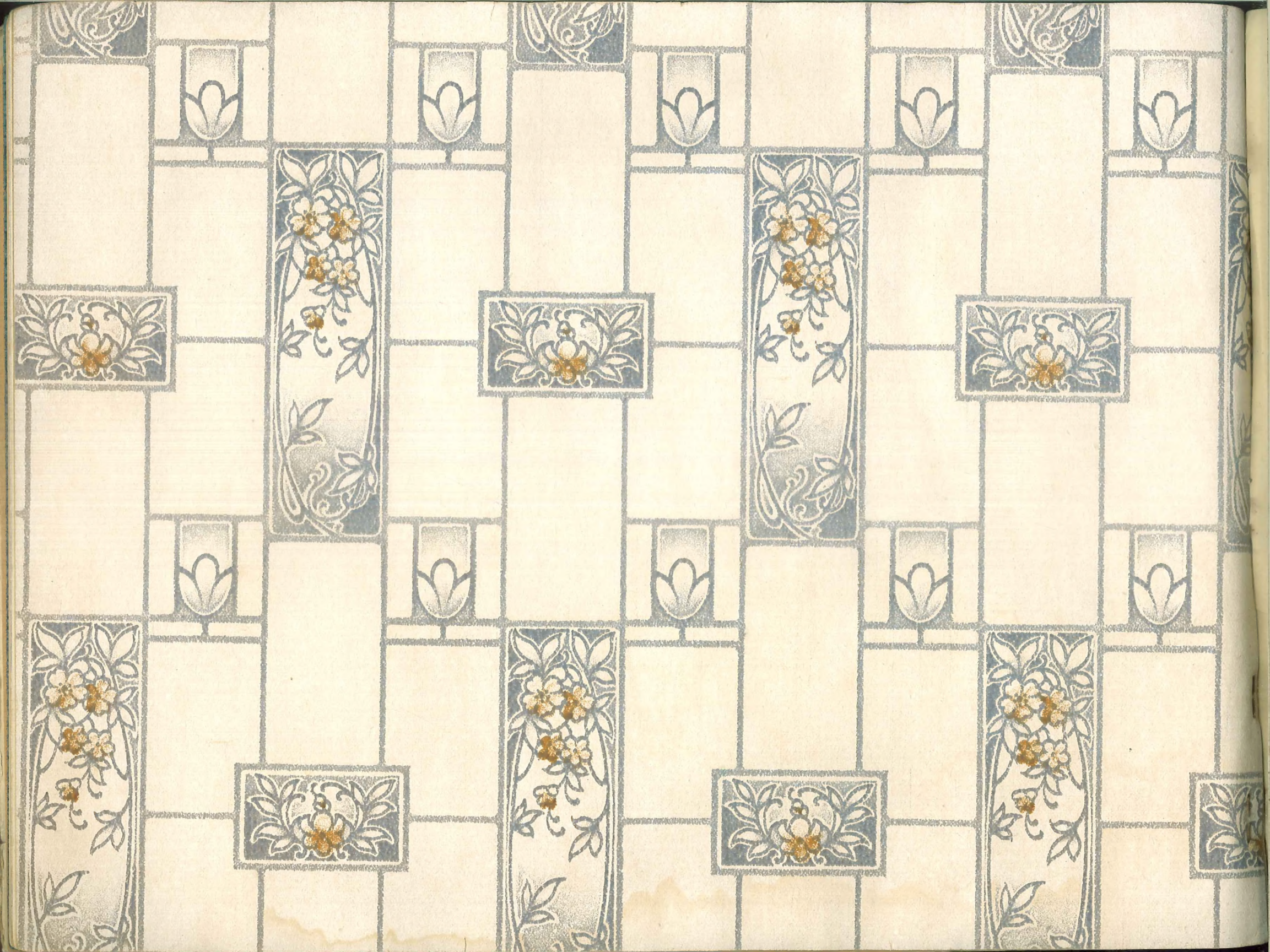
THIS pleasing hall decoration obtained with Pattern No. 2146 illustrated in detail in upper left-hand corner. Note actual sample of side wall on opposite page. ♪ The style of this decoration is very appropriate and the quality of this heavy oatmeal paper is of the highest. ♪ The other papers illustrated on this page, Patterns Nos. 680, 320 and 484, are equally appropriate for hall decoration. ♪ Ceiling paper to match each pattern.

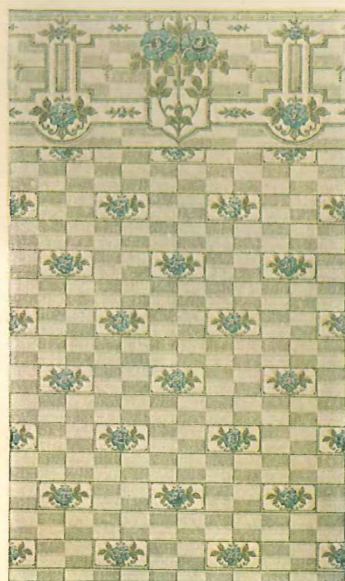
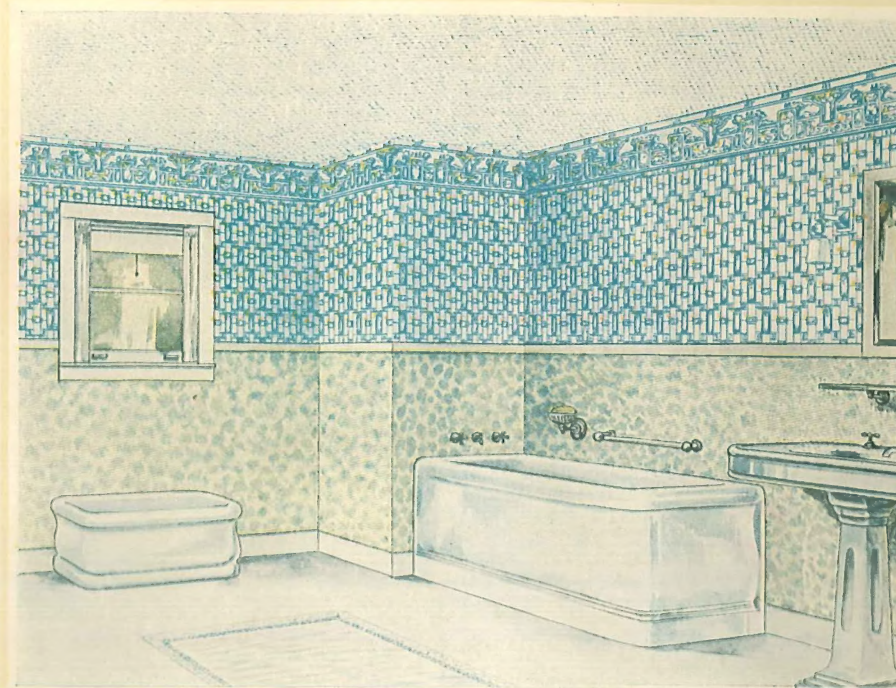
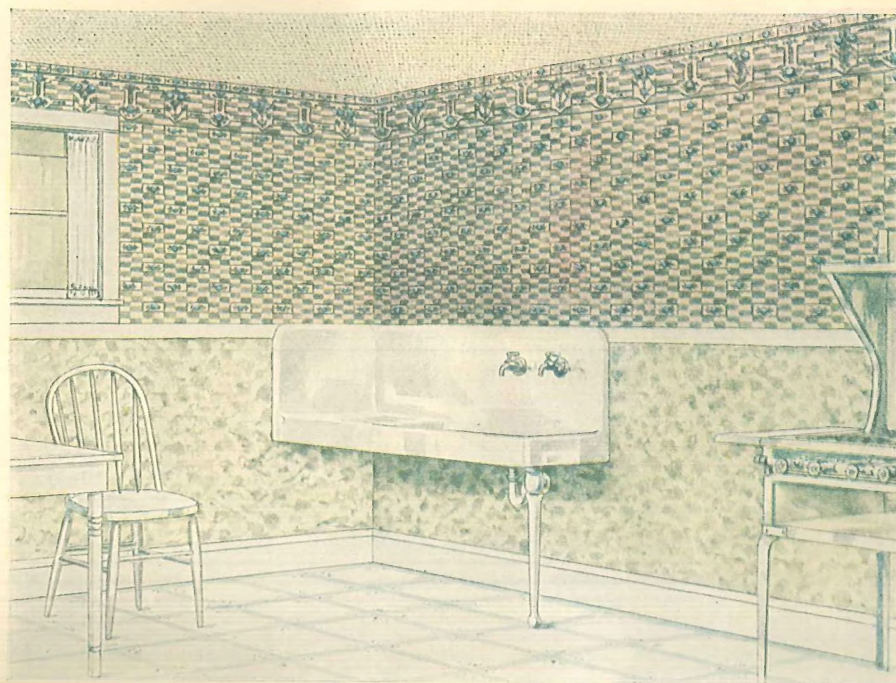


BLACK CAT WALL PAPERS BEAUTIFY THE HOME









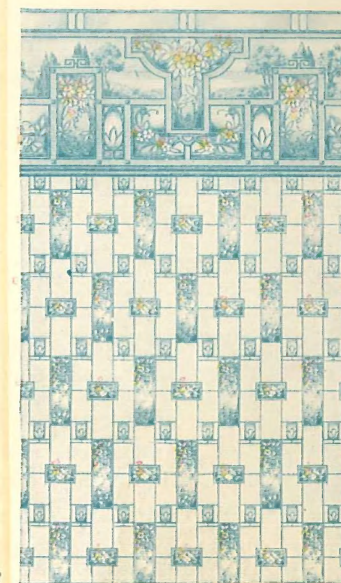
THE KITCHEN
Pattern No. 272

KITCHEN

THE kitchen decoration is obtained with Pattern No. 272, which is illustrated in detail in the lower left-hand corner of this page. The bathroom pictured is decorated with Pattern No. 496, which is shown in detail in the lower right-hand corner. An actual sample of this same paper is inserted opposite this page. ♣ This is an engraved decoration of the very finest quality. The tile design is interesting and attractive, and makes a bright, clean, sanitary wall. ♣ Either of these papers is equally appropriate for bathroom or kitchen decoration. They are durable, permanent in color and do not easily spot or stain. ♣ Ceiling papers to match each pattern.



BLACK CAT WALL PAPERS BEAUTIFY THE HOME



THE BATHROOM
Pattern No. 496



1917 Home Decoration Book

HOW TO BEAUTIFY YOUR HOME

STYLES in home decoration change just the same as styles in dress. But there are few reliable sources of information about the changing styles in wall paper. Through our close connection with the largest style creating wall paper producer in the United States, we are able to show you in this book 22 of the papers which will set the styles for 1917, and which are unsurpassed in quality. These 22 papers have been selected from a collection of more than 800 patterns because each one of them represents the highest type of its particular class of decoration. Among these 22 papers will be found the newest and the best, suited to every taste and adapted to every room in the modern home. From entrance hall to kitchen, every want is provided for.

Following the trend of the last few years the simulation of fabric wall coverings continues, and the search for textiles old and new to reproduce goes on. Chambrays, burlaps, damasks, tapestries, cretonnes and almost every other distinctive fabric are beautifully reproduced. The designs are mostly the small figures of woven materials, with favor to the self-tone pattern. Grays are most approved for living-room decoration, but also the many beautiful shades of tans and browns. Color, of course, depends on the lighting and furnishing of the room.

We have on hand at our store a complete stock of all the papers shown in this book, as well as hundreds of others. If you do not see exactly what you want in the book, you will be sure to find it in our stock. We shall be glad to suggest suitable papers for any rooms you wish to decorate and help you work out your wall treatments. We are prepared to take your order by mail or telephone, or if you prefer and will call at the store, we shall be glad to show you the paper in the roll, two strips side by side, showing exactly how your room will look when it is decorated.

HOW TO ESTIMATE AND ORDER

THE table at the foot of this page indicates the number of single 8-yard rolls of side wall and ceiling and yards of border required for rooms of different size. If your room size does not appear in this table, multiply the distance around the room by the height and divide by 35, and the result gives you the number of single rolls of side wall required. Next multiply the length by width and divide by 35, and the result will give you the number of rolls of ceiling required. The distance around the room denotes the amount of border. Always deduct from your side wall figures one single roll for each two average sized openings.

Order by pattern number only, stating the number of single rolls of wall and ceiling and yards of border desired. Be sure to write out plainly full name and address.

All our papers are of the highest and most durable quality and we positively guarantee them to give complete satisfaction.

YOUR MONEY BACK IF YOU ARE NOT SATISFIED.

SIZE OF ROOM	Height of Ceiling						BORDER	CEILING
	7 ft.	8 ft.	9 ft.	10 ft.	12 ft.	14 ft.		
	SIDE WALL						Yards	Rolls
	Rolls	Rolls	Rolls	Rolls	Rolls	Rolls		
8x12 or 10x10 feet	8	9	10	12	14	16	14	3
8x14 or 10x12 feet	9	10	11	13	15	17	15	4
12x12 or 10x14 feet	10	11	12	14	16	19	16	4
12x14 or 10x16 feet	11	12	13	15	18	21	18	5
12x16 or 14x14 feet	11	13	14	16	19	22	19	6
14x16 or 12x18 feet	12	14	15	17	20	24	20	7
16x16 or 14x18 feet	13	15	16	18	22	25	22	8